



# The World at Our Door

Leveraging International Resources for  
Successful Outcomes



# You don't know what you don't know

So, how do you go about knowing  
what you don't know.....

- Identify available resources.
- Avail yourself or company of these resources
- Must include research and education
- Develop strategy and implementation based on the above
- Buy your plane tickets!



# You are not alone...

## Utah Resources



- **Governor's Office of Economic Development**
  - Business Support
  - Trade Missions
  - Diplomacy Support
  - [www.international.utah.org](http://www.international.utah.org)
- **Salt Lake Community College—Global Business Center**
  - Executive Certificate of Global Business Management
  - Online course: Shipping Your Products Overseas
  - [www.mbrctlcc.com/global](http://www.mbrctlcc.com/global)
- **U.S. Commercial Service**
  - International Partnering
  - Market Research
  - Consulting and Advocacy
  - [www.buyusa.gov/utah](http://www.buyusa.gov/utah)



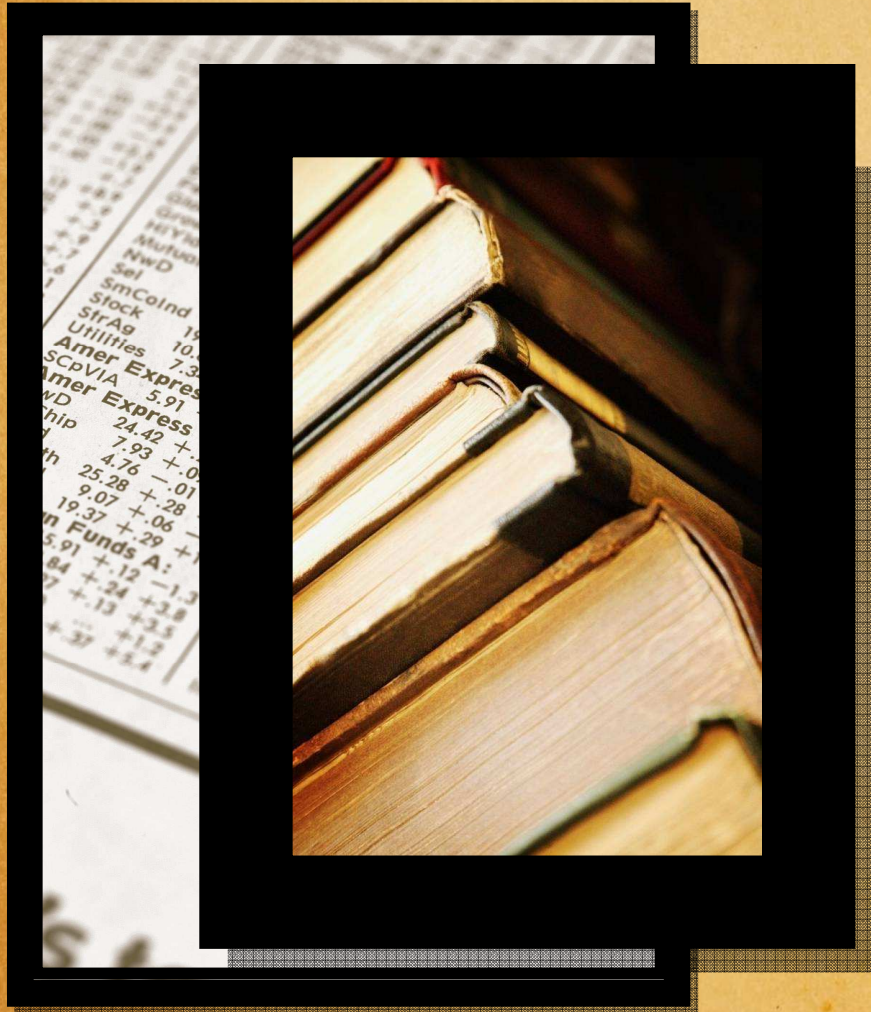
# You are not alone..... More Utah Resources



- **World Trade Association of Utah**
  - Monthly networking luncheons
  - [www.wtaofutah.com](http://www.wtaofutah.com)
- **World Trade Center Utah**
  - Assessment
  - Connection
  - Education
  - [www.wcutah.com](http://www.wcutah.com)
- **Export –Import Bank of the United States**
  - Quarterly free seminars
  - Export Credit Insurance
  - Working Capital Guarantees
  - [www.exim.gov](http://www.exim.gov)



# Executive Certificate in Global Business Management

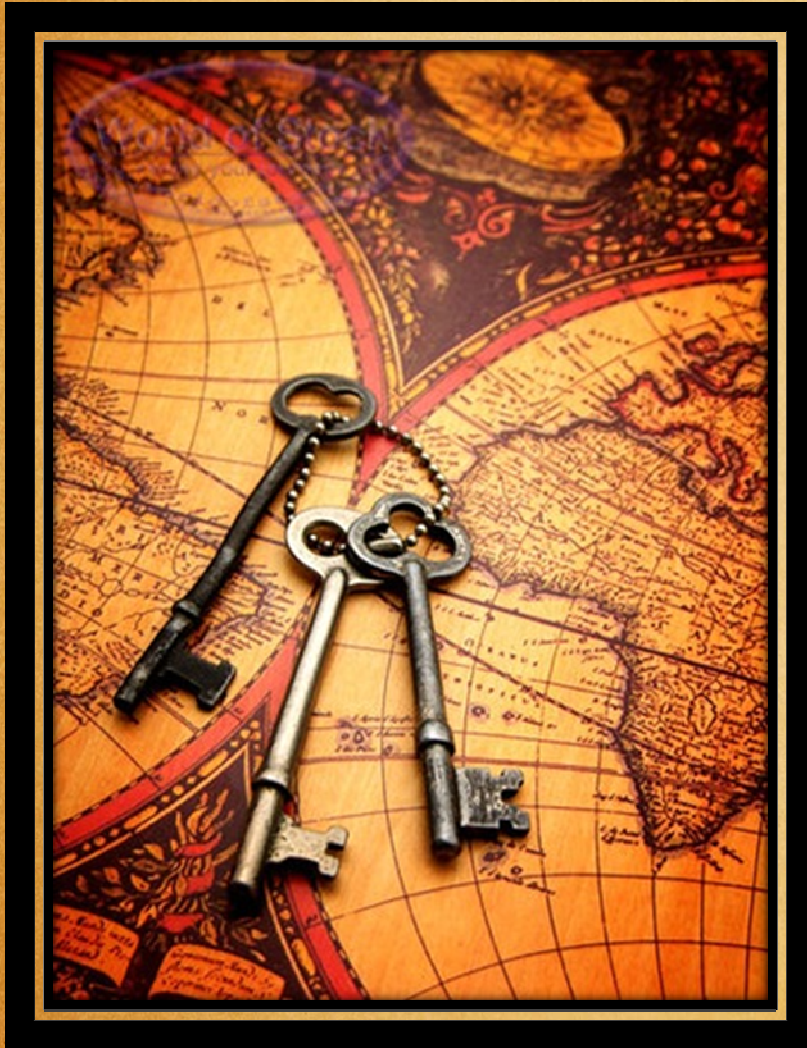


- Offered to business executives, professionals, working staff, entrepreneurs, and qualified students who wish to increase their knowledge and improve their strategies in global business practices.
- Courses are taught by experts and leading professional practitioners and involve developing an international business strategy, lectures, case studies, computer lab study, and hands-on practical experience.
- Beneficial to those with or without experience in International Trade.



# You are not alone.....

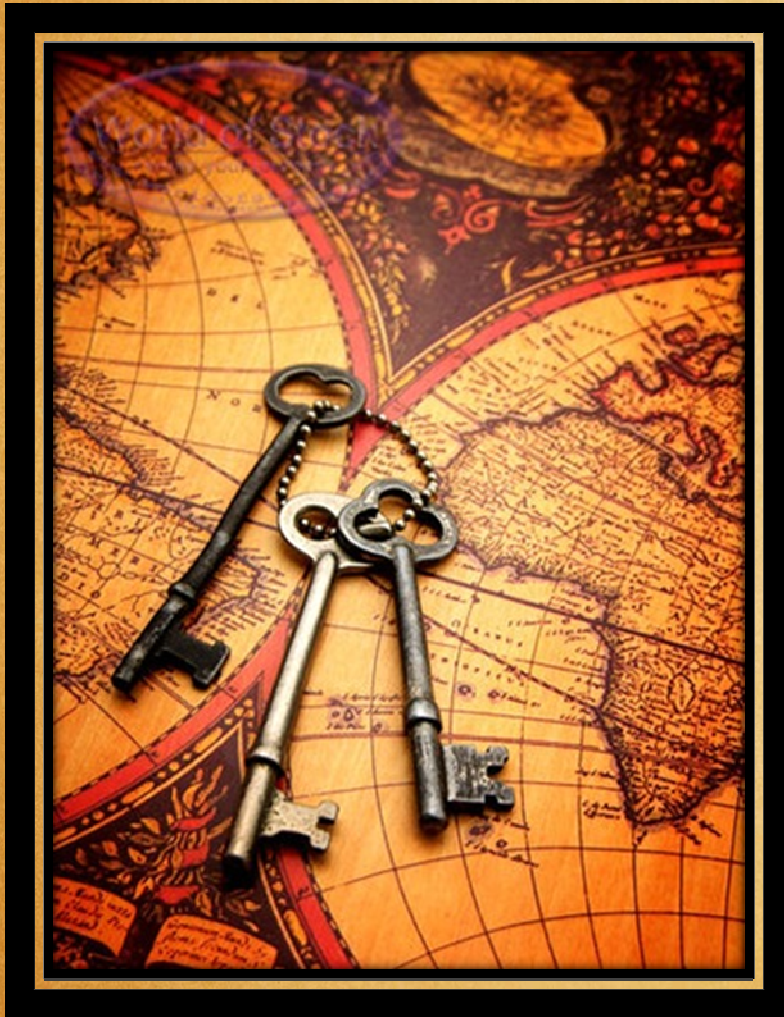
## Online Resources



- U.S. Department of Commerce: International Trade Related Websites:  
[www.buyusa.gov](http://www.buyusa.gov)  
[www.export.gov](http://www.export.gov)
- Utah World Trade Resource Directory  
[www.buyusa.gov/utah](http://www.buyusa.gov/utah)
- International Trade Portal: Michigan State University  
[www.globaledge.org](http://www.globaledge.org)



# Recommendations



- Talk with successful international businesses even if they are not in the same industry and/or region.
- Network to make in-country contacts. These are often the most valuable.
- Don't just tap into one resource, use many. This approach often yields surprising successes.





Danielle Lower, Director  
Women's Business Institute  
Salt Lake Community College